LEO BURNETT U.S.A.
A SUBSIDIARY OF LEO BURNETT COMPANY, INC.
Ad No. 350—(MA'S PIES)—Req. No. 51457—⅓ page—(3⅛ x 10 inches)—4/c—McCall's, 1977 (A)
Printed in U.S.A.

Enjoy smoking longer without smoking more.

Rich, full-flavored Saratoga 120's give you extra smoking time and extra smoking pleasure. And they cost no more than 100's.

Saratoga 120's

© Philip Morris Inc. 1977

16 mg. "tar", 1.0 mg. nicotine av. per cigarette, FTC Report Dec. '76

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

2061192350

Source: https://www.industrydocuments.ucsf.edu/doc 2061192350